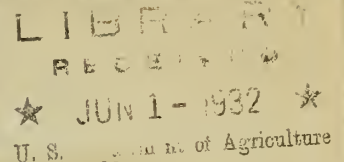


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HOUSEHOLD CALENDAR
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A radio interview between Miss Ruth Van Deman and Miss Medora Ward of the Bureau of Home Economics, delivered in the Department of Agriculture period of the National Farm and Home Hour, broadcast by a network of 48 associate NBC stations, Tuesday, May 10, 1932.

MISS VAN DEMAN: How do you do, Everybody:

Last week, you remember, Child Nutrition and Child Health were our topics; Dr. Ray Lyman Wilbur and Mrs. Carpenter picked out some of the high points of the White House Conference on Child Health and Protection. Now, today, we are going to talk about food and nutrition again, but from a very different angle. Miss Medora Ward of the Economics Division of the Bureau of Home Economics is here with me. Miss Ward has been keeping tab on food prices for the last year and figuring how to buy a well-balanced diet for the least money. Miss Ward, for a start, can you tell us what foods are down to pre-war levels or lower?

MISS WARD: Yes, Miss Van Deman. Today you can buy quite a number of foods at 1913 prices. For example, lard, eggs, butter, and rice are all much lower than in 1913. Fresh pork, some of the inexpensive beef cuts, flour, sugar, potatoes, and cheese are very close to their 1913 prices.

If you are thinking in terms of food groups needed for a well-balanced diet, you can find very low-priced foods in each group. In fact, I believe that's the way to start. When you are marketing, carry in your mind a picture of the food needs of your family in terms of the groups of foods needed for adequate nutrition. First, there's milk. Then come vegetables and fruits; the cereal group including breadstuffs; the sweets and fats; and eggs, meat, fish, and other protein foods.

You know how much money you have to spend for food. The nutrition specialists can tell you exactly how best to divide up your food dollar among the groups. Then keep your eyes open for the low-priced items within each group, and set a limit on how much you can afford to spend for a food of that kind. Setting a definite limit for each group keeps me from buying many foods which tempt me, but which I know I can't afford.

If you watch prices, you can find a long list of fruits and vegetables costing 10 cents a pound or less. During the past year, at one time or another, there were at least 65 fruits and vegetables on this list. When the family gets a bit weary of potatoes, cabbage, apples, and some of the other year round standbys give them a treat by serving the foods in season. Just now asparagus, peas, strawberries, rhubarb, pineapples, and some of the spring greens are very moderate in price.

Also there are a surprising number of different cuts of meat and different varieties of fresh fish at less than 20 cents a pound. Of course, meat, fish, and egg prices vary quite a bit with the different seasons.

It's really an interesting game, and one that the whole family can play, to see how much variety you can get within the limit you set for each class of foods.

(over)

Cereal prices change little with the different seasons, but there are often special sales on cereals. If you keep posted on the regular prices you will recognize the bargains when they come. I always compare the per pound prices of the different cereals, as they all have approximately the same food value. If I can save money by buying some cereals in bulk, I buy that way. Some of the packaged cereals come in several sizes. I get the larger sized package, for I save money that way. You certainly can get a lot of food for a small amount of money if you choose your cereals wisely. Rice isn't the only bargain cereal now. Macaroni, and some of the wheat, corn, and oat cereals are lower than they have been for years.

MISS VAN DEMAN: Well, all right, Miss Ward, we'll watch for the foods in season and we'll watch for the special sales. By the way, what do you think of buying canned foods and nonperishable staples in large quantities? Is it a good plan?

MISS WARD: That depends on whether you think prices are going to rise or fall, Miss Van Deman. When prices are stable or going up, then it's a good plan to buy nonperishable foods in as large a quantity as you can store conveniently. When prices are falling it's better to buy only what you need for a short time. To illustrate what can happen on a falling market let me tell you about a friend of mine. Some months ago she had a chance to go through a canning factory where an excellent quality of fruit was being packed. She wanted some of that fruit. It was so good she wanted several cases, so the manufacturer sold it to her at the current wholesale price. She went home happy in the thought that she had some fine fruit and had also saved a lot of money. Imagine her surprise when a few days ago she discovered that she could buy the same quality fruit, by the single can, at her regular grocery store, for less than it had cost her several months ago by the case at wholesale. Of course, if prices had gone up it would have been a different story.

In buying canned goods, be sure to read the label. Some canned foods are now marked with quality grades. The highest grade of fruits and vegetables is called "fancy". The second grade of fruits is called "choice", and the second grade of vegetables is called "extra standard". The third grade for both is "standard". These are the grades that you'll meet most often in the market. All canned goods are also marked with the net weight of the contents, as you have been told by the Food and Drug Administration people. This net weight includes the sirup around the fruits and the liquid with the vegetables. In general when you consider the cost of canned foods pound for pound, the larger can is the better buy. The most popular size can of vegetables is the No. 2, which holds about a pound and a quarter. For fruits the popular size is No. 2 1/2, which holds about a pound and three-quarters.

MISS VAN DEMAN: Thank you, Miss Ward, for these good suggestions on buying foods so as to get the most for our money. Perhaps you'll allow yourself to be interviewed again some time.

By the way, if any one in the Household Calendar audience wants the bulletin on low-cast diets, write to us. Send your request direct to Washington, or in care of your station.

Next week, Dr. Back from the Bureau of Entomology will be here with me to tell you how to outwit the clothes moth. Goodbye, for this time.